JILLIAN MANISCALCO

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PROFESSIONAL SUMMARY

UX/Product Designer with 5 years of experience crafting intuitive, user-centered experiences for B2B SaaS products, primarily in the restaurant tech space. Known for cross-functional collaboration, systems thinking, and delivering impactful solutions in fast-paced startup environments. Curious, adaptable, and always growing.

EXPERIENCE

Product Designer
Popmenu – Atlanta, GA (June 2022 – Present)

- Led UX design for core marketing tools, improving usability and increasing adoption

- Designed AI-powered campaign creation tools using OpenAI, enabling non-tech-savvy restaurant owners to generate content easily

- Created guided user flows for theme/content selection making the process flexible, intuitive, and on-brand

- Focused on usability and confidence-building to lower barriers to digital marketing

- Enhanced online ordering experiences, improving engagement and client revenue

- Collaborated closely with PMs and engineers in an agile environment

Junior Product Designer
Popmenu – Atlanta, GA (June 2021 – June 2022)

- Maintained and scaled a consistent design system across the product

- Conducted user research and competitive analysis to support decision-making

- Enhanced consumer-facing features for small business and enterprise clients

UX/UI Designer (Contract)
HappyPlate, Coco Canary Consulting, EcoStylist – Remote (Jan 2021 – Apr 2021)

- Created accessible branding guidelines and design systems

- Simplified site navigation and user flows for usability

- Built interactive Figma prototypes ready for developer handoff

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EDUCATION

General Assembly
UX Design Apprenticeship — 500+ hours of hands-on instruction with real client work

University of Florida
B.S. in Journalism · Minor in Visual Arts - Graduated *Cum Laude*, Student Disability Resource
Volunteer

SKILLS

Design: User Research · Interaction Design · Design Systems · Information Architecture ·
Component Design · User Flows · Usability Testing · UI & Mobile Design

Tools: Figma · Sketch · Axure · Adobe Creative Cloud · Maze · UserTesting · Fullstory